

CLASSIFIED ADS

Half a Cent a Word a Day.

Phone 55

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FOR SALE

FOR SALE—Two lady's winter coats. Good as new. Call immediately at 302 College avenue. 1964f.

FOR SALE—Best Stove wood and coal. Prices reasonable. E. T. Kile, northeast corner Sixth & Walnut Sts. Phone 373-Black. K-102

FOR SALE—Wood, cut any length. Call 1009, E. H. Guitar. 824f

LOST AND FOUND

LOST—Black silk handbag containing about \$8.00, gloves, and card bearing name of W. R. Jones. Finder please leave at Missouri office. 198

FOUND—Intercollegiate Meet Medal. Owner may obtain same at Missouri office upon identification of property and paying for this ad. F-93f

LOST—Last week, tortoise shell glass. Reward. Phone 937-red. H-87f.

MISCELLANEOUS

WANTED—Repair work on rubber for go-carts and baby carriages. Telephone 1314-Black. N-86f

BOARD AND LODGING

FOR RENT—One room, for girls, one block from West Campus, at reasonable price. Phone 824-Black. K-91f

FOR RENT—Desirable, furnished rooms for men; winter term; 1-1-2 blocks from West Campus, near Broadway. 108 S. 6th St. Phone 824-Black. H-97

FOR RENT—Rooms for girls at 19 Al. in Place. Phone 1042-Green. H-99

LOST—A fur belt to a fur coat, on Broadway between Price Avenue and Franklin's last night. Reward if returned to Missouri office. B-95f

FOR RENT—Two furnished rooms for girls, next semester. One block from Campus 512 S. 5th St. Phone 1303-Red. M-91f

FOR RENT—Room in new apartment on Hill St., near the Dumas. Instructor preferred. No other roomers. For particulars phone 1009. G-95f

FOR RENT—Next semester, nice large rooms for girls; single beds. 706

NOTICE OF TRUSTEE'S SALE.

Whereas by their deed of trust dated the 24th day of July 1914, and recorded in mortgage book 125 at page 151 in the office of the recorder of deeds for Boone County, Missouri, Hugh T. Williams and Gertrude Williams, his wife, conveyed to the undersigned trustee the following described real estate, lying, being and situate in the city of Columbia, county of Boone, and State of Missouri, to-wit:

Lot number eighty-eight (88) in Conley and Perkins' subdivision of part of the City of Columbia, Missouri, as per the recorded plat thereof, filed in the office of the recorder of deeds within and for Boone County, Missouri, and recorded in plat number 2 at page number 24, in trust to secure the payment of a certain promissory note in said deed of trust fully described, and whereas default has been made in the payment of said promissory note both principal and interest, both principal and interest have become due according to the terms of the note, and

Whereas, I have been requested by the legal holder of said note to exercise the power of sale in me vested by said deed of trust;

Now, therefore, notice is hereby given that, in pursuance to the power invested in me by said deed of trust, and pursuant to the request of said legal holder of said promissory note, I will on Friday, the 31st day of December, 1920, between the hours of nine o'clock in the forenoon and five o'clock in the afternoon of said day, at the south front of the court house, in the city of Columbia, county of Boone, and state of Missouri, sell the above described real estate at public auction to the highest bidder, to satisfy said note, interest and costs of executing this trust.

JAMES W. SCHWABE,
Trustee.

Last insertion December 30.
(Seal of Missouri)

ORDER OF PUBLICATION.
(Seal of Missouri)

In the Circuit Court, in vacation be January Term, 1921.
E. R. Cunningham, plaintiff,
against
Do unknown consorts, heirs, devisees, assigns, alienors, immediate, mesne or remote, voluntary or involuntary grantors of Zebulon Wiggins, deceased;
George A. Johnson, deceased; and of Ezekiel Hobbs, deceased; and of Garret Colvin, deceased; and of Richard Colvin, deceased; and of Martellus Colvin, deceased; and of Joshua Mills, deceased; and of Joshua Mills, deceased; and of Lucinda F. Mills, deceased; and of Lucinda F. Mills, deceased; and of Savannah Sapp, deceased; and of Savannah Sapp, deceased; and of William Sapp, deceased; and of J. W. Sapp, deceased; and of Sallie Colvin, deceased; and of Frank Colvin, deceased; and of Dora Colvin, deceased; and of Beverly Colvin, deceased; and of Mary Wells, deceased; and of Jessie T. Colvin, deceased; and of Caroline M. Colvin, deceased; and of Nancy C. Colvin,

M. U. FINISHES
RECORD YEAR
OF BIG EVENTS

Father Time Saw Journalism
Week and Farmers' Fair
as Two of the Best
School Ads.

ATHLETIC RECORD GOOD

Publicity Now Handled by Ad
Club—Graduates Serve as
Constant Boost for
University.

Display advertising has been unnecessary to put the work done this year at the University before the public, for its athletic, scholastic and social activities have surpassed those of all previous years, perhaps, in the history of the institution.

The greatest advertisement for the University of Missouri during the calendar year of 1920 has been its showing in athletics. In the Olympic games at Antwerp and in the major sports with teams in the Missouri Valley Conference, the University's record has been remarkable.

The school activities carried on by different divisions of the University were more successful in 1920 than ever before. Farmers' Week and the Farmers' Fair by the College of Agriculture, Journalism Week and the dedication of Jay H. Neff Hall by the School of Journalism, and the engineering display given on St. Patrick's Day were both entertainment for the students and an advertisement for the University.

The very nature of the commencement exercises for 1920 and the opening convocation for 1920-21 made these attract unusual attention. Generals John J. Pershing and Enoch Crowder were present for the former and Dr. Talcott Williams of Columbia University, and Ward A. Neff, donor of Jay H. Neff Hall, were at the second event.

Another notable feature of this year's school work has been the number of foreign students in the University. This, together with the graduates holding important positions both in America and in foreign countries has added much to the institution's reputation.

ATHLETICS A BIG ADVERTISEMENT
"I think the University's athletic record this year has been its biggest advertisement," said H. W. Smith, assistant professor of advertising in the School of Journalism. He added that he believed the most efficient school advertising was done ordinarily through athletics and that Missouri's record had been a most desirable one. He pointed to Brutus Hamilton's feat at the Olympic games, and the winning of the Kansas football game and the conference basketball championship as specific instances where the University has been boosted through athletic victories.

Brutus Hamilton, George P. Massengale and Jackson V. Scholz were on the American team that went to Antwerp. Only one other university in the United States had three men on that team, and no other school won as high honors as the University of Missouri. Hamilton finished second in the pentathlon and decathlon contests, and won for himself the title of best all-around athlete in the United States.

In basketball the season was finished with seventeen victories and one defeat, and brought the conference title to the University. The baseball record was not brilliant, but at that the team finished fourth. Missouri won all her dual track meets in the Valley Conference this year. As for football, the team finished second in the conference and beat Kansas as a headliner. Moving pictures of the Homecoming Day celebration and the game were taken to be sent to every high school in the state. Professor Smith says that this is one of the biggest advertising schemes he has seen tried for the University.

PUBLICITY WON BY SCHOOL AFFAIRS
Passing from athletics to other activities as taken up by the different divisions of the University, the harvest for the work of the College of Agriculture in the calendar year of 1920 is promising. Farmers' Week, given especially for the purpose of informing the farmers of the state as to what is taught in agriculture here, was attended by several hundred Missourians. This event served especially to advertise the College of Agriculture. A good example of the out-of-state advertising done by this college was the display at the International Live Stock Show in Chicago, November, 1920.

The Farmers' Fair, a semi-social and semi-educational affair, put on chiefly as a student stunt, advertised the College of Agriculture in several ways. The people who visited the fair saw something of the products of the college in the form of exhibits. The shows and burlesques were indicative of the school spirit. A reel of pictures of this event was taken and has been shown several times in Columbia and elsewhere.

Nation-wide and even world-wide publicity has been given through two events, Journalism Week and the dedication of Jay H. Neff Hall. One of the most representative groups of journalists ever assembled in Columbia attended Journalism Week here last spring. Those present included reporters and editors from leading newspapers in Missouri, and from the metropolitan dailies throughout the country.

Journalism Week had its finale the Made-in-the-Philippines Banquet, under the auspices of the Philippine government. Many Columbians have called this the most successful event of its kind ever held in the city.

The opening convocation, in September, was the occasion of the dedication of the Jay H. Neff Hall, the first building ever given to the University by an alumnus. Dr. Talcott Williams, president emeritus of Columbia University, and Ward A. Neff, donor of the new building, were speakers. This event, more than any other of the year, drew attention of people outside of the United States. Many telegrams and cablegrams of congratulations were received from all over the world.

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ENTERTAINMENT EMINENT GUESTS
The commencement exercises for the year 1919-20 were hardly less brilliant, however, than the opening convocation for 1920-21. The University had as guests on this occasion the nation's two illustrious soldiers, Major-General Enoch H. Crowder and General John J. Pershing, both from Missouri.

"Social events have been so numerous and enjoyable in 1920," says a graduate student in the University, "that I have found it impossible to attend all of them and at the same time, keep up with my work."

As students look back upon the year's social events, perhaps they will see four of the numerous affairs standing out most prominently in the foreground: the Military Ball, the Barnwarming, St. Pat's Dance and the Scoop. These events, beautiful and enjoyable, have played only a small part, in advertising the University, but have helped materially, perhaps, in maintaining the morale of students.

AD CLUB IS ACTIVE

Still another feature of advertising is being carried on by the Ad Club under the direction of its president, Louis D. Potter, and the student president, Fred Eldred. This club through its county and state representatives, attempts to unite the whole student body in one advertising organization. An example of this club's work is the sending of the Homecoming Day pictures to the high schools of Missouri. Another is that of inquiring, by personal letters to the different legislators, as to the attitude of the state legislature on University appropriations. The Ad Club also plans to send Savitars of 1921 to every four-year high school throughout the State, and to encourage students to enroll here by sending speakers to some of the larger high schools.

GRADUATES CARRY REPUTATION

As a last and most effective source of advertising, the University has graduated men this year and sent them to every part of the globe. Most of the graduates obtained positions in the state or in an adjoining state. Many of them, especially those from the School of Journalism and the School of Engineering, went much farther away. The School of Engineering placed some of this year's graduates as follows: Earl B. Finley, Luckawanna Bridge Company, Buffalo, New York; Benjamin Fleishman and Beauford George, Kansas City Power & Light Company; Bryan J. Hungate, Walter Jones, John Koester and Rollo Morris, Union Electric Light & Power Company; John Adams, industrial commissioner, Sioux City, Iowa; Isaac Veda LeBow, Terrill Croft Engineering Company, St. Louis. Other men went from here to positions in Cleveland, Ohio, Wilkesburg, Penn., Fort Wayne Ind. and Youngstown, Ohio.

The School of Journalism has sent more men to foreign countries this year than any other division of the University. Four men, John Casey, Duke Parry, Morris Harris and James McClain, were placed on the Japan Advertiser in Tokyo in 1920. David Heenan, Jr., '20, is now working on the Star-Bulletin, Honolulu. Paul F. Sifton, a special student, goes to the University of London, January 1, 1921, to study international journalism. Others have gone to various places in the United States. Basil Rudd, '20, is with the United Press, New York City, and Wm. G. Lacy is working for the Burroughs Adding Machine Company, Detroit.

The foreign students are becoming an important part of the group graduated each year. Two Chinese, Chu Hsiao and Yang-Yu Tang, were graduated in 1920. There are twenty-six foreign students enrolled in the University now. They represent every continent except Australia. These students are instrumental in carrying the University's reputation outside of the United States.

SPORT

"JAYHAWKERS" DEFEATED
ONE "TIGER" ELEVEN, ANYWAY

The University of Kansas football rooters may find consolation for their defeat by Missouri on Rollins Field Thanksgiving Day in the fact that on November 24, the senior class of the Marshall, Mo., High School, played under the name of the Jayhawkers, by a score of 35 to 0. The Tigers are said to have been weak in the backfield and in general team work, while the Jayhawkers are reported to have had a fast, well-balanced team.

Dry Movement in Glasgow.

GLASGOW, Dec. 10 (by mail).—"Pussy-foot," velvet pads have crept a little closer while nobody was looking. Glasgow's civic labor chief, Councillor Rosslyn Mitchell, moved recently in the town council that no alcoholic liquor be supplied at any entertainment, reception, luncheon or function given by the corporation.

\$2,225,000 on Roads and Bridges.

WINNIPEG, MAN., Dec. 23.—Manitoba will spend this year \$2,225,000 on 756 miles of good roads and 68 bridges. The roads constructed include 64 miles of market roads and 92 miles of trunk highways.

RECORDS SHOW
A BUSY TERM

Student Council Carries Out
Many Enterprises Successfully.

The minutes-book of the Student Council shows that the last term has been a busy one for that organization, and that a large portion of this term's student activities originated at the regular meetings of the council each Tuesday evening.

Hello Day was held October 4. The official greeting was "Hi, men!" Fred Eldred, student president, says that another one will probably be held in the winter term. Speaking of the first one, Dr. James Gordon, mayor, said, "It was one of the best steps that the University has undertaken in several years. It has my heartiest approval."

A total of \$1,077 was collected by the Student Council from business men and students in Columbia to pay the University R. O. T. C. Band's expenses for the St. Louis trip. Last year the band played only at the same, but this time it also played at the high schools in St. Louis. The Columns, an alumni paper of St. Louis University, said: "An excellent impression and a world of favorable comment was created by the whirlwind tour of the five high schools, October 8. Bringing the band to St. Louis was a master stroke."

The Ad Club, which had been inactive for several years, was reorganized again this fall. It is beginning to take part as one of the chief advertisers of the University.

The records show, also, that the council has been co-operating with the Executive Memorial Committee in outlining primary plans for the Student Memorial. Oden Guitar is in New York working among the alumni there. He will also work among the alumni in St. Louis and

other parts of the state.

PRESENT CUR TO HAMILTON
In general, the Student Council's work seems to have been concentrated on perfecting the Missouri spirit. About 1,500 Old Guard buttons have been sold. This money has been used in carrying on student activities. The council used a part of this money to buy a Varsity cup which was presented to Brutus Hamilton at the mass meeting before the Homecoming game.

Much of the council's effort has been devoted to improving the school spirit by organizing the cheering. The Howling 500 and the Mizou Razors are results of this work. Also, the council has co-operated with the R. O. T. C. in having the freshmen learn the yell. These activities, together with the advertising of mass meetings by original folders and posters, are some of the things done by the council in improving the Missouri spirit. Results of these efforts are seen in the tribute paid by Benny Owen, Oklahoma coach, to the Tiger rooters after the Missouri-Oklahoma game: "It was a wonderful exhibition of college sportsmanship. It was great, that's what I say."

The plan for Varsity Day originated in the Student Council. The student body now owns a 4,000-foot film of Homecoming Day, and also \$300 profit from the Varsity Day show. The council bought the film and hired the camera work done. Total expenses for the Varsity Day program—film, rent, advertising and other expenses—were about \$1,000. Plans have been made to use the film in advertising the University throughout the state.

TO IMPROVE HONOR SYSTEM
Now the council is co-operating with the Student Senate in improving the Honor System. The latest work done is that of publishing a folder, "Sportsmanship Is on Trial."

CHESTNUTS—CHESTNUTS
Fresh Italian chestnuts, 30 cents a pound; 5 pounds for \$1.25. Nowell's adv.

Columbia Theatre
TONIGHT

SEAT SALE, DEC. 22.

Prices: 50c to \$2, plus tax

Augustus Pitou, Inc., Presents

THE DISTINGUISHED AMERICAN ACTOR

**WALKER
WHITESIDE**

IN CARL MASON'S COMEDY DRAMA

BASED ON

ROBERT LOUIS STEVENSON'S

TREMbling STORY OF ADVENTURE, LOVE, ROMANCE AND MYSTERY

THE MASTER OF BALLANTRAE

Superb New York Cast.

Splendid Scenes

Note—Mr. Whiteside and his company will appear at the Grand Theater, Kansas City, week of Dec. 26.

THIS IS NOT A MOVING PICTURE

Mr. Whiteside requests that all patrons be seated before rise of curtain at 8:15, owing to importance of prologue.



Don't forget the
Municipal Tree
Agricultural Campus
Christmas Night
Promptly at 6 p. m.
Music Tableaux Santa Claus
Parents are especially urged
to bring the children
Everybody Welcome

Johnston Bros.

THE
HOME OF
WEDDING RING
AND
WISH-BONE
PRODUCTS

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Accurate and reliable. Reasonable rates. Work done on short notice.
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